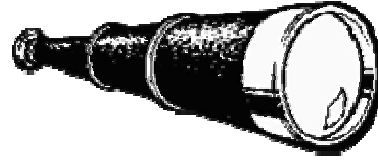


FutureScoping:



emerging trends, new
ideas and general thought
stimulation

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ideas visit www.futurescoping.com

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From:  iconoculture
Get closer to the consumer than ever before

USB MICROWAVE

Office workers chained to their desks have had little hope of heating up a hot lunch ... until now. Heinz has developed a prototype USB-powered microwave that lets workers keep working and eat a hot lunch without leaving their desks. Called the Beanzawave, the mini-microwave is just big enough to hold Snap Pots, a new microwaveable dish from Heinz (convenient!). It plugs into a computer's USB port and heats up dishes using mobile radio frequencies.

Thought: offer convenience solutions that fit consumers' lifestyles.

RECHARGING TECHNOLOGY

When health, fitness and technology meet, the result is a consumer's concept of a seamless solution: a portable, completely integrated lifestyle enabler. Which is what Stix could offer to calorie counters: it's a concept phone that should help burn calories while charging. The phone — which attaches to the wrist, purse or belt — only recharges when users jog, jump, shake, stroll or perform other modes of physical activity. The phone uses GPS technology to track physical activity levels and comes with a built-in pedometer and heart rate monitor to keep track of your stats.

Thought: People see their mobile as the one-stop answer to just about any life dilemma.

TAKE FLIGHT

Far-fetched flying fantasies will soon become boutique thrill realities thanks to JetLev, a personal jet pack company whose motto says it all: "Stop dreaming! Start flying!" Superman needn't look over his shoulder just yet; JetLev can get consumers airborne, but flying heights max out at 30 feet and any aerial manoeuvres must take place over bodies of water (the jet pack is actually a tethered water propulsion unit). Soaring-obsessed consumers with serious cash can get their hands on a JetLev for approximately \$129,000 (no one ever said flying was cheap!) And though it's hard to conceive of a more frivolous purchase than, the prospect of being the only house on the block with a truly personal jet pack is thrilling.

Thought: provide premium thrills as a luxury badge.

WEARABLE THERMOMETER

Parents-in-training can add baby clothing to the growing list of original, convenient fever-detecting products out there. Developed in the U.K. by inventor and father Chris Ebejer, Babyglow high-temperature sleep suits change colour in response to a baby's rising body temperature. How? Embedded ink pigments with heat-sensitive molecules react to the body's temperature. And baby's temperature is one of those tricky things, with doubt alone is enough to make any parent hot headed. So for, nervous newbie parents wanting clear-cut results, especially when it comes to fever fears, a wearable thermometer that doubles as sleepwear offers reassurance as it lets parents monitor baby's condition anytime and over time, without being invasive.

Thought: take away people's fears.

ATTACK OF THE ANGRY SENIORS

They call it "Cane-Fu." More seniors are learning how to defend themselves against aggressors by using their walking sticks, canes and crutches as weapons of defence. Mark Shuey conducts classes worldwide, using his knowledge as a Tai Kwon Do and Hapkido expert to show older folks how they can use their canes defensively. The course includes workouts to help build strength and agility, as well as pointers on environmental awareness so that vulnerable seniors can stay out of trouble. As self-defence is a growth industry for seniors, whether it's learning how to defend oneself from reverse mortgage scams or street-thug muggings, it's no surprise that so far over 3,500 have enrolled in courses that are administered by Shuey's company, Cane Masters International Association.

Thought: reinvent a 'young' market for the bigger 'old' audience.

From:  springwise

HOME COOKED ONLINE

For consumers who lack the time, energy or skills to prepare delicious home-cooked meals themselves, BookOfCooks is a new online marketplace that can help consumers find local foodies who are willing to cook for them. Professional

and amateur chefs around the world can use BookOfCooks to set up an online restaurant or bakery that showcases their cooking talents with menus, prices, licenses and videos. Consumers then can search BookOfCooks by city for the dish or food type they're craving, or can browse the site's online Google maps and archives for links to local cooks and food aficionados. They can place an order for pickup, delivery or even in-home preparation. Meals purchased this way are frequently less expensive than what one would pay in a restaurant, BookOfCooks says, and can also make it easier to find less common cuisines such as vegan or gluten-free. For cooks, meanwhile, BookOfCooks provides a free way to establish a consistent clientèle, whether as a full-time business or for a little extra money on the side.

Thought: communities can build a successful business.

LOCAL BOTTLING = GREENER WINE

Cutting both costs and carbon emissions, Waitrose shipped its new range of 'Virtue' wines from Chile in 24,000 litre flexitanks and bottled them in the UK. One tank equals 32,000 bottles—or 16 tons of glass—that no longer need to be shipped. In addition, the bottles used are lightweight and made of 60% recycled material. Besides reducing carbon emissions, this shipping and distribution method lowers end-to-end production costs by up to 40%. Waitrose claims to be sharing these cost reductions with customers, charging just £3.99 per bottle. Currently on offer are a Merlot/Cabernet Sauvignon and a Sauvignon/Chardonnay, both from Chile. They'll be joined by two Californian wines later this season, and Waitrose is looking to further expand the method to other countries it imports wine from.

Thought: Find a green innovation that saves money for everyone.

LEATHER JACKET BAGS

Durable and malleable, leather is an ideal material for reusing and upcycling. Seizing that potential, reMade USA have just launched a line of stylish handbags made from used and scrap leather. reMade's bags were initially made from leather jackets found in charity stores, with details based on the original garments. The company now also gets cast-offs from the furniture and automotive industries. reMade has around 10–15 different bags available for order on its website at any time. If they'd like to breathe new life into a garment they no longer wear, customers can also supply their own leather jacket and request a design based on one of reMade's models. Hand-crafted in San Francisco, stamped with its own unique serial number, and lined with a recycled silk scarf, each bag is inherently unique.

Thought: recycle and repurpose to reinvent.

SEXY ICE CREAM

Premium ice-cream is a highly sophisticated food category that doesn't shy away from unusual flavours. But none of these stray quite as far from plain vanilla as an x-rated gelato by The Icecreamists that's said to have the same charge as a dose of Viagra. Dubbed The Sex Pistol, the new flavour will be available exclusively at The Icecreamists' Selfridges-based shop. Mixed into the frozen treat are ginkgo biloba, arginine and guarana—all guaranteed to increase blood flow and energy level. Before serving, The Sex Pistol is doused in La Fee Absinthe. The Sex Pistol is deemed so potent that sales are limited to one per customer, although at £11.99 customers might prefer to split one with a special friend! Besides The Sex Pistol and other 'ice cream cocktails', The Icecreamists will also serve scoops of ice cream, in flavours like Obamarama and Axl Rose-water. All products will be made in the store's open kitchen.

Thought: be controversial to uber premiumise.

MAKE A STAND

In 2009, gay and lesbian couples across the state of Vermont gained the legal right of marriage. By way of celebration, iconic Vermont ice cream maker Ben & Jerry's has renamed its well-known *Chubby Hubby* ice cream Hubby Hubby, a gesture that sees Ben & Jerry's partner with marriage equality group Freedom to Marry. The two partners are also publicly supporting the first gay and lesbian marriages to happen in the state, and aiming to encourage other US states to follow on. Although Hubby Hubby will only be served in Vermont, Freedom to Marry's website urges citizens to "bring Hubby Hubby to your state", indicating that Ben & Jerry's may have plans to do the same in other states with successful gay marriage campaigns.

Thought: always have a point of view on the world.

HALAL COSMETICS

It's estimated that 70% of Muslims worldwide live by the code of halal. That's a big market for producers of halal food, but one that has largely been ignored by the casually carnivorous cosmetics industry. Recognising this gap, Canadian Layla Mandi—a former make-up artist who converted to Islam—has launched a range of certified halal cosmetics. OnePure skin care products contain no pork extracts and no alcohol, both common in standard make-up but haram

(forbidden) according to the Koran. The range is certified by a Malaysian Islamic authority, which has verified that everything down to the fluids used to clean the production equipment is halal.

Thought: introduce cultural-specific product variants.

From: 

BAMBOO BICYCLES

Craig Calfee is a California based bicycle designer, and early pioneer of carbon fibre, who since 2005 has turned his attentions to the use of bamboo in frame construction. Given bamboo's numerous advantages - lightweight, flexibility and sustainability - as a raw material it is virtually unmatched. Not to mention, it requires a less energy-intensive (and environmentally intrusive) process to harden. So why has it yet to catch on as the smarter alternative to steel and carbon? One reason is consumer perception - the belief that a bamboo frame won't hold up to the rigors of an urban ride. Plus the frames are expensive, a fact that stands as a serious deterrent to widespread adoption. Still, as we've seen, many products need to catch on in smaller, premium markets first, before they reach the level of mass appeal.

Thought: explore radical alternatives to your basic materials.

From: 

THE RISE OF BIOHACKING

Though it may sound like the plot to a sci-fi film – teenage genius creates glow-in-the-dark pet monster as science project in garage – the tinkering we associate with technology and machines is now emerging within the fields of genetics and biotechnology. The trend is made possible through a combination of falling prices for DNA sequencing, availability of basic building blocks like BioBricks, open source databases of genes, homemade technology that approximates professional labs and a small but growing community of biohackers. The situation has been likened to the amateur style engineering that resulted in companies like Microsoft, Google and Apple. The same kind of innovative thinking could lead to next big breakthroughs in the medical and scientific industries among others.

Thought: invite amateur experts to innovate for you.

From: 

URINE POWER

Hydrogen power has long been hampered by the lack of an inexpensive, renewable fuel. As it turns out, the solution may be right underneath us. Researchers at Ohio University have discovered that hydrogen can be produced from urine using an electrolytic process at only a fraction of the cost of generating hydrogen from water. The Ohio University discovery could one day produce hydrogen-powered cars that are competitive with EVs, but it will probably be many years before urine-fuelled hydrogen is used commercially in vehicles. And by the time it's ready, the growing EV infrastructure may overshadow any advancements in hydrogen power.

Thought: find uses for the things you throw away.

From:  **JOSH RUBIN: COOL HUNTING**
Stuff from the intersection of design, culture and technology

PET AIRWAYS

Anyone who's experienced the stress of air travel with their pet has thought there's got to be a better way. Alysa Binder and Dan Wiesel thought the same and the result is Pet Airways. From drop off to pick up every aspect of the pet's comfort has been thought through, with pre- and post-flight walks, comfortable waiting areas, and boarding on either side if necessary. The animals are walked (or carried) onto the plane where they board the main cabin, escorted by pet attendants. The interior of Pet Airways' planes have been converted to carry 50 pets and the attendants—not pet

owners. Kennels in all sizes are mounted to vertical rows, and each pet travels in comfort and safety inside the cabin, not underneath. The service isn't perfect—the airports are probably not the ones you'll be flying to, and the initial service is limited—but for those who want the best for their pets and can't afford to charter a plane, it's a great start.

Thought: people will spend money looking after the things they love.

NATURALLY PURIFIED AIR

Andrea, a natural air purification system, looks like a futuristic prop in a sci fi film, not something you'll soon be able to purchase online for the cost of an iPod Touch. Created by industrial designer Mathieu Lehanneur and Harvard professor David Edwards, Andrea was one of several concepts featured in MoMA's critically-acclaimed exhibition, Design and the Elastic Mind. It also earned the distinction of Invention of the Year in Popular Science. Essentially, Andrea exploits and hastens the process of plant filtration with a whisper-quiet fan that draws air into the vessel, propelling it through the leaves and root system. According to the manufacturer, common household plants—Peace Lilies, Red-Edged Dragon Trees, Spider Plants and Aloe Vera—make for the best performers. With an effective range of roughly 350 square feet, Andrea works for most any room in the home or office where the threat of stagnant air or noxious gases are a concern.



Thought: use nature's natural solutions.

From: PSFK

DISPENSING COMFORT

It's the fashion paradox for women everywhere: the perfect shoes for the perfect outfit that sacrifice on comfort in favour of stylish good looks. With this conundrum in mind, two UK-based companies are hoping to provide welcome relief to the tired soles of females everywhere in the form of vending machines located in nightclubs that dispense inexpensive, fashionable and of course comfortable, footwear. Rollasoles and Afterheels both offer ballet pumps sold with a matching bag that wearer's can use to transport their stilettos and slingbacks home.

Thought: put problem solutions in unexpected places.

HOW TO USE CHARGING TIME

What will happen to our behaviour as we make the transition from petrol-fuelled vehicles to electric cars? While the average "fast-charge" station may (eventually) take as little as 15 minutes, that's still 10 more minutes than the average conventional trip to the petrol station. And that gap translates into a lot more idle time on our hands. How will our culture of immediacy learn to cope with this lag? What kind of important service could you offer that take anywhere from 15 minutes to half an hour or more, depending on demand? It's important to remember that in our internet world people don't actually have to go to that many places anymore. So could this be a new "third space"—not home and not work—that would be weirdly time-constrained, keeping you around a bit longer than ducking into Starbucks, but not as long as you might spend shopping at Tesco? McDonald's is already positioning themselves to pick up that slack when they recently announced that they'd be offering car-charging at one of their restaurants, but what about something more rewarding? Micro-volunteering or exercise, perhaps?

Thought: what to do when you have time on your hands?

WiFi PACEMAKER

A woman in New York recently received the world's first pacemaker that can be monitored wirelessly and then accessed remotely by her doctor. Beyond simple tracking, if serious abnormalities develop the device will actually phone the physician for immediate attention. The new device automates many of the tests for patients with pacemakers, and in doing so, speeds up the health care process. For the 3 million people with pacemakers around the world, this development would make monitoring their condition incredibly efficient, and could likely save lives.

Thought: is there something you could WiFi.

RECYCLING CAR ENERGY

BSST, a subsidiary of Amerigon Incorporated (a company that markets products based upon thermoelectric technology), is entering the fifth phase of testing an energy system that would allow an automobile to capture its own engine exhaust and recycle it into electric power. The project has received funding from the US Department of Energy, as well as assistance from BMW, Ford, and the California Institute of Technology's Jet Propulsion Laboratory.

Research so far has shown a possible fuel savings of up to 12% with the new technology, and the system was most recently tested on a BMW six-cylinder engine.

Thought: don't let anything go to waste.

CREATURE COMFORT CAFES

A Japanese cafe concept that's become quite popular is the pet cafe, where stressed locals can gather to enjoy a meal, a beverage, and some relaxing companionship with a rabbit, cat, or dog. Since many rented apartments in Japan do not allow pets, these cafes offer a safe haven for animal adulation. One example is the Usagi-To Cafe in Nagoya, which is a rabbit-themed establishment that features decorations, toys, and food prepared in the shape of a rabbit (although the rabbits themselves are not on the menu). Since quality pet time is a commodity in Japan, there is an entrance fee and per minute charge. You can also bring your own rabbit to socialize with the in-house animals, should your pet need time to mingle with its own kind.

Thought: in an isolated world, companionship is at a premium.

FRESH FOOD LABELING

To-Genkyo has designed an innovative hourglass shaped label for packaged meat which uses a special ink that changes colour as ammonia is released inside the package. As the meat ages, it releases increasing amounts of the substance, obscuring the barcode at the bottom. Customers can quickly see if the meat is going bad – and when the barcode becomes completely covered, it can't be scanned.



Thought: promote your freshness.

TAGGING WITH SCENTS

During Mitchell Heinrich's artist residency in Vienna, he developed a new kind of "smell graffiti". Using essential oils and refillable atomizing spray cans, Heinrich introduces incongruous smells such as dirt and grass into urban spaces. With the aim of uplifting and embellishing repellent spaces, he believes scent can be a powerful artistic force (and a lot less permanent – it disappears in 20 minutes to an hour). Heinrich explains: "*scent is interpreted by the limbic system which is very closely tied to emotion and memory. This leads me to believe that interacting with people using scent can potentially be a much more powerful medium than paint since people experiencing it can't help but react to it*". The goal of this project is to realize the potential of smell as art and to explore different ways of using it to interact with people.

Thought: smells create brain shortcuts.

From:  COOLBUSINESSIDEAS

NERD IS THE FASHION

Now that the cool-guy uniform – skinny jeans, layered T-shirt, tailored vest and stylish scarf, all in shades of gray and black – has reached every mall in the country, the trendsetters have moved on. And they're going somewhere that few others can: They're going geek chic. This means adopting pieces that can be downright nerdy on almost everyone else, but transforming it with confidence and a good eye to make a bow tie the hippest thing around. Think Justin Timberlake: he's the geek-chic role model cited by fashion experts. They're making a sort of anti-fashion statement, fashionably. It's for the guy who wants to be different, but is still cool-looking. These are guys who might have a beard or put Clark Kent glasses on. It's a preppy geek, but celebrities have interpreted it and made it more accessible.

Thought: make the unfashionable fashionable.

COCOA SNIFFER

Love chocolate but want to lose weight? Or just like the idea of inhalable food? Then the Le Whif (no, really) chocolate inhaler could be the answer to your prayers. Described as "akin to sucking a tiny bit of cocoa powder through a straw" (and who doesn't want to do that?) the Le Whif gives flavour with next to no calories, and comes in four different chocolate flavors, including plain and chocolate-mint.



Thought: how minimal could you make your product experience?

Worth a look:

(A COMPENDIUM OF INTERESTING MISCELLANY TO WATCH AND LISTEN TO)

Competitive Advantage Is Fleeting

- <http://bit.ly/CdvH2>

MIT's Henry Jenkins on Transmedia

- <http://bit.ly/167Ou5>

How Magazines Can Survive the Digital Age

- <http://bit.ly/5la6W>

The importance of mindfulness

- <http://bit.ly/NsGzB>

Demos on encouraging people's dreams

- <http://bit.ly/qDyP9>

Top 10 youth marketing myths

- <http://bit.ly/1XHTbj>

Michael Jackson and the herd mentality

- <http://bit.ly/2TGnii>

A Wandering Mind Heads Straight Toward Insight

- <http://bit.ly/gnrm3>

'Power curves': What natural and economic disasters have in common

- <http://bit.ly/2emkGK>

Relentless consumption, spiralling debt, information overload. Is modern life making you ill?

- <http://bit.ly/U4yyU>

Do you speak social?

- <http://bit.ly/X6jTw>

How the brain hard-wires us to love Google, Twitter, and texting

- <http://bit.ly/Owz7o>

How to win a digital information war

- <http://bit.ly/icZPb>

Ofcom's sixth annual Communications Market Report

- <http://bit.ly/3dXZb>

Paid for vs earned media

- <http://bit.ly/dRzrt>

The basics of social media ROI

- <http://bit.ly/x8YYc>

The Good Enough Revolution: When Cheap and Simple Is Just Fine

- <http://bit.ly/2TqkZH>

Companies that blog get more website visitors

- <http://bit.ly/11deQ0>

Social Media: It's Not What You Say That Matters

- <http://bit.ly/TluZj>

Does Curiosity Kill More Than the Cat?

- <http://bit.ly/EJqim>

Social contagions

- <http://bit.ly/12rFik>

The Holy Grail of the Unconscious

- <http://bit.ly/Y2CBP>

Why we are insatiable

- <http://bit.ly/Ei2Hw>